



BOARD OF DIRECTORS MEETING MINUTES
December 5, 2019

Members Present

Secretary Kelly Schulz
Karen Cherry
Henry Fawell
Keasha Haythe
Sen. Cheryl Kagan
Justin Meighan
Ammanuel Moore
Tom Sadowski
Angela Sweeney
Aaron Tomarchio

Members Absent

Laura Van Eperen
Eric Nielsen
Leonard Raley
Paul Nolan

MMP Staff

Tom Riford

Commerce Staff

Sherri Diehl
Carolyn Hammock
Liz Fitzsimmons
Lutisha Williams

Office of the Attorney General

Bill Chen

Guests in attendance

Ron Thompson (HZ)
Debbie Norris (HZ)
Melissa Rudder
Nicole Tapiero
Maria Kimball

Meeting Commencement

The meeting was called to order at 1:30 p.m. at Sagamore Pendry Baltimore, 1715 Thames Street – 3rd Floor Baltimore, MD. Quorum was established.

I. LUNCH

Year-end lunch was provided for Board Members.

II. CALL TO ORDER AND WELCOME

Secretary Kelly Schulz called the meeting to order with a brief introduction of the Board's new member, Karen Cherry. She shared that Ms. Cherry was appointed and took her oath several weeks ago. She went on to mention that Ms. Cherry is with the Howard Hughes Company in Columbia, MD. She has been involved in economic development her whole career and would like to welcome her to the Board. Secretary Schulz also acknowledged Mr. Ammanuel Moore of BGE who is stepping down due to his new role with BGE. Mr. Moore was grateful for the opportunity to have been a part of the MMP and its momentum to brand Maryland as a place to do business. Secretary Schulz asked Ms. Cherry if she would like to share anything about her portfolio with the Board. Ms. Cherry shared that the Howard Hughes Corporation is in the midst of a 14 million sq. ft. project in downtown Columbia to renovate the downtown corridor to include office, residential, retail and hotel space. The project is a 30-year plan and the company is currently 10 years invested into that plan. Her role in this project is to oversee the office space and bring in tenants as well as community relations. Howard Hughes focus is the cyber sector.

Secretary Schulz also recognized Robert Scherr, executive committee approved to be the new Manager of Corporate Partnerships for MMP for outreach for current marketing partners and potential new partners. She acknowledged that Mr. Scherr is a former professional lacrosse player from Baltimore. Mr. Scherr expressed that his background is a sales manager, real estate but primarily marketing partnerships and sponsorships. Secretary Schulz continued by giving the Board an overview of what Commerce has been doing for the last several months. She mentioned that the Commerce Collaboration Tour is completed with all 23 counties enabling discussion about economic development plans across the state.

She mentioned the upcoming Legislative Session, re: to engage the Maryland General Assembly about the importance of Economic Development growth and the programs that help the people. Prosperity with a purpose – have benefits for families in order to give back to the community. The number one priority for Commerce is to be competitive with other states. Secretary Schulz turned the meeting over to Mr. Tom Riford. Mr. Riford asked everyone to introduce themselves for the new members.

III. ADMINISTRATIVE ITEMS

a. Approval of Annual Report

After introductions, Mr. Riford asked the Board to turn their attention to the 2019 Maryland Marketing Partnership (MMP) Annual Report and asked for Board's approval. Secretary Schulz asked for a motion to approve the annual report with conditions. Ms. Angela Sweeney move to approve and Mr. Tom Sadowski second the motion. No oppositions. Also, Ms. Sweeney provide a motion to approve the minutes and Ms. Kaythe seconded. No oppositions.

b. Approval of Minutes of August 29th Meeting

Before approval of the minutes, Sen. Cheryl Kagan mentioned that the word "is" was not included in the last sentence on page 5 under section VI. She also asked for clarity of the name "Emergent Companies" on page 4, section IV, which was Emergent BIO Solutions. Mr. Riford indicated that "Emergent Companies" would be the parent company. Secretary Schulz asked for a motion to approve the minutes. Ms. Sweeney moved to approve and Ms. Haythe seconded. No oppositions.

c. Financial Report

Mr. Riford provided the financial report in Mr. Raley's absence. The financial update is as follows:

On the revenue side, the total partner contributions paid in FY 2019 was \$1,369,333. We have \$10,000 outstanding from FY2018 from CyberCore Technologies. Follow-up is still in progress. In regard to FY2020, \$1 million of state appropriation was accessed in July 2019. On the expense side, to date, the total amount of expenses for FY2020 is \$972,827.83. This amount reflects expenses for the media placements, research, web development, Business Summit and reception. Revenue that offset the expenses were approximately \$49,236.09. Currently, there is a balance of \$3,101,739.57. Remaining expenses for FY202 include approximately \$900,000 of the \$1.8 million in the Media Plan through June 2020.

Secretary Schulz asked for a motion to approve the financial report. Ms. Cherry moved to approve the financial report. Mr. Henry Fawell second. No oppositions.

d. Board Members Terms

Mr. Riford announced to the Board that Mr. Joshua Martin of Volvo has resigned. Being that representation from the manufacturing industry is important, the Board, upon approval of the Governor's Office will seek a replacement. Mr. Riford mentioned the

three Board members who will extend their terms. They are: Mr. Tom Sadowski, Ms. Keasha Haythe and Ms. Laura Van Eperen.

e. Board Chair Nomination/Vote

In follow-up to Secretary Schulz stepping down as Chair of the Board in May, 2019. Mr. Riford asked for a nomination. Mr. Sadowski nominated Ms. Karen Cherry as the new Chair of the MMP. Secretary Schulz asked if there is anyone else who would like to be considered for the Chair position. No response. Secretary Schulz asked for a motion to nominate Ms. Cherry as Chair. Mr. Moore approved Ms. Cherry as Chair and Ms. Sweeney seconded. No oppositions. Secretary Schulz then turned the meeting over to the new Chair, Ms. Karen Cherry.

Ms. Cherry expressed to the Board that this is an important organization and asked the Board to allow her a little bit of learning curve as board member and as Chair.

IV. DISCUSSION TOPICS

a. Activity Update

Mr. Riford announced that officially today, we have an executed agreement from the University System of Maryland (UMMS) with a \$150,000 commitment (\$50k/year over a three year period (2020-2022)). Mr. Sadowski expressed excitement to be a part of what the State, in conjunction with the MMP is doing. Many thanks to the UMMS.

Mr. Riford acknowledges Mr. Bill Chen from the Attorney General's office and what Commerce will do for the MMP. He informs the board of the new Inter-Agency Agreement (IAA) between the Maryland Department of Commerce and the Maryland Marketing Partnership for the period of 2019-2021. Inter-Agency Agreement has been signed and executed as of November 25, 2019.

b. Governor's Business Summit Re-Cap

Mr. Riford indicated that the Business Summit was a great success. Surveys were received and reviews were positive. He continued by stating that the Governor's Business Summit is one of the deliverables for the partners – education and networking opportunities. Being that the Summit is an expensive thing to do – should that money be best used doing promoting Maryland through the marketing campaign or doing the Summit again. Mr. Riford mentioned to the board that the cost of the Summit was \$216,884.42 with revenue of \$49K. Mr. Riford asked the Chair if there could be a discussion on the Business Summit and what are the expectations.

Mr. Sadowski suggested an "Open for Business Day in Annapolis" or something sponsored by the Partnership and members of the Board. Not only the elements of the campaign, but the assets we're trying to leverage. Sen. Kagan mentioned that there is currently an "Annual Tourism Day." Secretary Schulz suggest the Summit reflects the

businesses as a marketing effort. Mr. Moore stated there were some non-profit organizations who BGE partner with to come out and be a part of the Summit. He expressed that as a partner, they loved the great exposure that the Summit provided. He asked if the Board would consider a “series” of topic and speaker as opposed to all-day to instead of doing another Business Summit where the focus is industry sectors. Mr. Sadowski suggested having the “series” in which there is a capstone of a high-level reception. Mr. Aaron Tomarchio agreed to the “series” as well to include geographic areas of the State.

Secretary Schulz asked if the Partnership is able to work in sponsorship and collaboration with the existing organizations that may be having a Cyber event, for instance. In response, Mr. Chen expressed that the Partnership much like Commerce, does get \$50K to sponsor and that of help sponsor as long as the sponsorship is for an event that falls within the purpose and goals of the Partnership, it would be allowed. Ms. Cherry suggest collaborating with other entities, i.e., EAGB, CAMMI, etc. providing marketing information about the State in order to target these industries.

Legally, according to Mr. Chen, the statute gives the Partnership wide latitude how to spend the funds for its general purposes and goals. Mr. Tomarchio suggest to break it out into industry sectors (core industries), and as we look at partnering (forums, etc.) in terms of promotion and marketing. How to drive a message and get participation. Secretary Schulz suggest the Board put together an advisory council to look at opportunities.

Ms. Sweeney suggest that the new consultant speak with the existing partners and any future partners to get their buy in on this transition. Mr. Riford chimed in on the consensus of the group to spend the money in the most cost effective way. Suggestions for moving forward are:

- Speaker series
- VIP Reception
- Partners/Governor
- Board Sub-Group to work with Rob Scherr
- Advisory Committee
- Geographic/Regional

Ms. Diehl stated that if the mission is to attract businesses to the State of Maryland is the answer to have “in-state” events? Should the Board be looking for sponsorships that are out of State where we’re trying to get our message outside of the border to attract business? Mr. Sadowski expressed that there needs to be a balance. You can’t go all in on retention and not do anything with attraction. Ms. Diehl expressed that the primary mission is attraction. Ms. Cherry mentioned that the conversation started on the Business Summit, which is a benefit to the Partners. Ms. Diehl added that the visibility is the benefit to the partners and not the event (Summit) itself. She expressed some partners felt that the Summit didn’t benefit them. She communicated that the consideration should be that the event isn’t for the Partners, it’s for the businesses across the State of Maryland. The Partners, however, are buying into that concept.

Ms. Diehl shared with the Board that most of the contributing partners terms will expire in 2019 and most of them who has that list of deliverables to re-establish by developing a new list of deliverables. Suggestion is to create supplements in publications, i.e., Forbes and Fortune. Giving this a deliverable for the partners and potential partners will provided added value than that of the Business Summit. Approximately 6 million readers who subscribe to Forbes. It would be more impactful.

Ms. Cherry followed-up on the suggestion of an advisory board and ask for any volunteers for it. Volunteers consist of:

- Tom Sadowski
- Aaron Tomarchio
- Tom Riford

Mr. Riford moved to create a small advisory board to go through the ideas as discussed regarding the best use of the MMP marketing options. Secretary Schulz makes that motion to approve. Ms. Sweeney second. No oppositions.

c. Open for Business Ad Campaign

Ron Thompson gave a snapshot on the origin for “Open for Business” (2017) to build awareness and focus on industries, i.e., IT, cyber, BIO, defense, agri-business, etc. A website was created to house all the information. A Commerce culture book was created. Debbie Norris elaborated that the campaign kicked-off in the fall of 2017. It was in-state only, because the strategy was to get the support of the businesses within the State and then go out-of-state. What was used was an integrated media mix of awareness and engagement tactics which included digital billboards, and BWI signage, display banners, and social. Campaign strategy continued in 2018. Targeted mobile billboards were added. This was when the campaign reached out-of-state according to Debbie with a focus on key markets.

Visually, 2019 down-graded the “Open for Business” to focus more on the stats to being a little more informative. In 2019 the key takeaways was to expand the workforce message to include the college audience. New tactics were added such as: Pandora. For 2020 the new opportunity to get the message out is a truck wrap with 12 month coverage; strong in the Northeast and Mid-Atlantic corridor. Challenges are that it is difficult to determine the impressions and the coverage is broad. Cannot specify industry and audience with this opportunity. It is a large single dollar investment at 8% of the total budget, 5 trucks, \$100,000.

Sen. Kagan opposed the proposal of trucking advertisement. From a value perspective, Ms. Sweeney and Ms. Haythe doesn't feel that it moves the MMP forward. It needs to be more targeted in our efforts. Mr. Sadowski was against the idea as well. Secretary Schulz mentioned that there is a strategic plan for the Department of Commerce and

MMP has to be a part of the Economic Development strategy. Focus on prime industries – innovative, entrepreneurial. The consensus of the group is that trucking advertisement is not the best use of the Partnership money.

Another opportunity that HZ presented was a Maryland insert in a national publication to a dedicated Maryland section. Publication would write it with the state's assistance to highlight businesses. On average a company could get a full-page ad for approximately \$30K. MMP would get additional inserts to be used for business development. Secretary Schulz asked if there is way to off-set the businesses cost if the businesses are members of the Partnership. Debbie stated yes, it would receive a discount on ad placement. Options are ½ to full page ads. Forbes being the number one read by our target audience per Ms. Diehl. This opportunity requires at least four months to pull together. If the MMP would need to start in January, in order to make the fall supplement.

Secretary Schulz expressed that this is something that the Governor would say yes to, because he is around the country all the time and he sees the advertisement in different magazines. She added that this is a big splash with a big audience that will benefit Maryland.

Sen. Kagan shared that she is a nationally ranked scrabble player. At her first National Scrabble championships in Reno this summer, she approached the organizers as to where it is going to be next year (2020). She recommended that the championship for 2020 be held in Maryland. She reached out to the CEO of Montgomery County Convention and Visitors Bureau and Mr. Al Hutchinson, the CEO of Visit Baltimore and asked if they could draft a letter of interest to the North American Scrabble Players Association (NASPA) to be held in Maryland. After several site visits to look at space, the NASPA will be in Baltimore. Located at the Radisson Plaza.

V. ADJOURNMENT

The business meeting adjourned at 3:13 p.m. The next meeting is scheduled for April 20, 2020.

Maryland Marketing Partnership
401 E. Pratt Street, 9th Floor
Baltimore, MD 21202
(410) 767-6519